

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 87
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST : 502-HONG KONG

002-FISHERIES, SEA PRODUCTS & SERV.
HONG KONG

PLANNING:	ACTIVITIES PROPOSED IN POST PLAN:	ANTICIPATED RESULTS:
	FISH & SHELLFISH & OTHER PROD	
	FOOD & BEVERAGE CANADA 87 - MARCH 87	C\$2,000,000.
	CANADIAN FOOD WEEK AT MAXIM'S RESTAURANT	C\$200,000
	FOOD PROMOTION - DAH CHONG HONG - NOV 86	C\$300,000
	BASED ON THE RESULT OF ABOVE, IF SUCCESSFULL, WILL PLAN SAME TYPE OF SHOW IN 1988	C\$500,000
	PLANNING TO RUN IN-STORE PROMOTION ON SOME OF THE SUPERMARKET CHAINS.	C\$ 400,000.

TRACKING:	ACTIVITIES UNDERTAKEN IN QUARTER:	QUARTERLY RESULTS REPORTED:
QUARTER: 1	-----	
QUARTER: 2	FOLLOW UP VISITS TO HK RE FOOD AND BEVERAGE 87.	SEE ABOVE.
QUARTER: 3	SAME AS AGRICULTURE SECTOR.	SAME AS AGRICULTURE SECTOR.
QUARTER: 4	SAME AS ABOVE - FUR AUCTION IN CANADA AND FUR FAIR IN HONG KONG.	SAME AS ABOVE; - AS A RESULT OF F & B 87, CDN FOOD EXPORTS TO HK INCREASED BY OVER 100% IN 87; SIMILAR RESULTS ARE EXPECTED, AS A RESULT OF THIS ACTIVITY; PARTICIPATION IN CDN FUR AUCTION AND OUTGOING MISSIONS TO HK INT. FUR FAIR.